

Wool - Naturally Superior

Those with a sense of style - and a sense of value - choose wool carpets and rugs. Why? Because wool simply looks beautiful, longer.

Natural wool ages gracefully, continually renewing itself and developing a rich patina as years pass. While synthetic fibers will become scratched, scarred and dull over time, wool carpets and rugs remain vibrant to the eye and supple to the touch.



Your style demands high design and high performance; natural wool delivers, year after year after year.

Do you know the **real** story about real wool carpets and rugs?

- What makes wool so desirable? New Zealand wool is the whitest, cleanest, purest wool in the world - the [*natural choice*](#) for natural superiority.
- Wool carpets and rugs are [*fire safe*](#), providing beautiful peace of mind.
- Wool absorbs contaminants in the air, improving the [*indoor air quality*](#) and helping you breathe easier.
- Real wool will make your home more beautiful; and by its very nature, it can help [*save the earth*](#).